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**Date** January 22, 2004.

**To** Examiner Beatriz Prieto

**From** Bradley M. Ganz

**Re** Serial No. 09/648,429 Our file: MEM-2.001

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**Pages** cover sheet only

Dear Examiner Prieto:

Following is the agenda that you requested. You stated that after you review the agenda, you will entertain scheduling an interview with us.

- Among the significant distinguishing features of Applicant's claimed invention (1) is the recited experiment engine and experimentation features, including the use of treatments, and (2) the recited prediction features, which are based on user reaction to treatments.
- Applicant wishes to discuss how these are reflected in the claims and not in the cited Herz reference.
- Applicant wishes to discuss claims 51 and 78 as containing representative distinguishing limitations.

I will contact you shortly about scheduling an interview.

Sincerely,  
Bradley M. Ganz

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